

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Original) A computer-implemented method of advertising, comprising:
  - (a) searching a plurality of electronic messages associated with at least one electronic community to locate a first electronic message including a query directed to a topic of interest; and
  - (b) subsequent to locating the first electronic message, sending a second electronic message including a reply to the query and an advertisement related to the topic of interest to which the query is directed.
2. (Original) The method of claim 1, wherein sending the second electronic message includes sending the second electronic message to an originator of the first electronic message.
3. (Original) The method of claim 1, wherein searching the plurality of electronic messages includes searching at least one electronic message repository associated with the electronic community.
4. (Original) The method of claim 3, wherein searching the plurality of electronic messages includes searching a plurality of electronic message repositories associated with a plurality of electronic communities.
5. (Original) The method of claim 3, wherein the electronic message repository is accessible by a plurality of individuals, and wherein sending the second electronic message includes posting the second electronic message on the electronic message repository for viewing by the plurality of individuals.

6. (Original) The method of claim 3, wherein searching the plurality of electronic messages includes receiving the plurality of messages from the electronic message repository over a public communications network.

7. (Original) The method of claim 1, wherein searching the plurality of electronic messages includes receiving the plurality of messages based upon membership in the electronic community.

8. (Original) The method of claim 1, wherein the reply includes an answer to the query.

9. (Original) The method of claim 1, wherein the reply identifies to a reader of the second electronic message an information source from which the answer may be obtained.

10. (Original) The method of claim 1, wherein at least a subset of electronic messages in the plurality of electronic messages comprise posts associated with a forum electronic community, and wherein the second electronic message comprises a reply post.

11. (Original) The method of claim 1, wherein at least a subset of electronic messages in the plurality of electronic messages comprise email messages associated with a mailing list electronic community, and wherein the second electronic message comprises a reply email message.

12. (Original) The method of claim 1, wherein at least a subset of electronic messages in the plurality of electronic messages comprise chat messages associated with a chat room electronic community, and wherein the second electronic message comprises a reply chat message.

13. (Original) The method of claim 1, wherein the plurality of electronic messages are associated with at least one electronic community selected from the group consisting of a forum, a chat room, a mailing list, and combinations thereof.

14. (Original) The method of claim 1, further comprising determining whether the query is capable of being answered, wherein sending the second electronic message is performed if it is determined that the query is capable of being answered.

15. (Original) The method of claim 1, further comprising determining whether the query has already been answered, wherein sending the second electronic message is performed if it is determined that the query has not yet been answered.

16. (Original) The method of claim 1, wherein sending the second electronic message includes selecting an advertisement from a plurality of advertisements based upon the query.

17. (Original) An apparatus, comprising:

(a) at least one processor; and

(b) program code configured to be executed on the at least one processor to search a plurality of electronic messages associated with at least one electronic community to locate a first electronic message including a query directed to a topic of interest; and, subsequent to locating the first electronic message, send a second electronic message including a reply to the query and an advertisement related to the topic of interest to which the query is directed.

18. (Original) The apparatus of claim 17, wherein the program code is configured to send the second electronic message to an originator of the first electronic message.

19. (Original) The apparatus of claim 17, wherein the program code is configured to search the plurality of electronic messages by searching at least one electronic message repository associated with the electronic community.

20. (Original) The apparatus of claim 19, wherein the electronic message repository is accessible by a plurality of individuals, and wherein the program code is configured to send the second electronic message by posting the second electronic message on the electronic message repository for viewing by the plurality of individuals.

21. (Original) The apparatus of claim 19, wherein the program code is configured to search the plurality of electronic messages by accessing the electronic message repository over a public communications network.

22. (Original) The apparatus of claim 17, wherein the program code is configured to subscribe to the electronic community such that the plurality of messages are received based upon membership in the electronic community.

23. (Original) The apparatus of claim 17, wherein the reply includes an answer to the query.

24. (Original) The apparatus of claim 17, wherein the reply identifies to a reader of the second electronic message an information source from which the answer may be obtained.

25. (Original) The apparatus of claim 17, wherein at least a subset of electronic messages in the plurality of electronic messages comprise posts associated with a forum electronic community, and wherein the second electronic message comprises a reply post.

26. (Original) The apparatus of claim 17, wherein at least a subset of electronic messages in the plurality of electronic messages comprise email messages associated with a mailing list electronic community, and wherein the second electronic message comprises a reply email message.

27. (Original) The apparatus of claim 17, wherein at least a subset of electronic messages in the plurality of electronic messages comprise chat messages associated with a chat room electronic community, and wherein the second electronic message comprises a reply chat message.

28. (Original) The apparatus of claim 17, wherein the program code is further configured to determine whether the query is capable of being answered.

29. (Original) The apparatus of claim 17, wherein the program code is further configured to determine whether the query has already been answered.

30. (Original) The apparatus of claim 17, wherein the program code is configured to select the advertisement from a plurality of advertisements based upon the query.

31. (Currently Amended) A program product, comprising:

(a) program code configured to search a plurality of electronic messages associated with at least one electronic community to locate a first electronic message including a query directed to a topic of interest; and, subsequent to locating the first electronic message, send a second electronic message including a reply to the query and an advertisement related to the topic of interest to which the query is directed; and

(b) a ~~signal bearing~~ computer readable medium bearing the program code.

32. (Canceled).